



## UNITED STATES MARINE CORPS

MARINE FORCES RESERVE  
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MAR 22 2002

### FORCE POLICY LETTER 3-01

From: Commander, Marine Forces Reserve  
To: General Officers  
Commanding Officers  
Officers in Charge  
Inspector-Instructors

Subj: THE MARINE FORCES RESERVE PUBLIC AFFAIRS MISSION

1. One of the three interrelated missions of Marine Forces Reserve is to represent the Marine Corps in communities across the country. Fostering and maintaining good, mutually beneficial relations with the public in our local communities is in the best interests of the command and is a vital element of our overall combat readiness. We should never forget that the Marine Corps and Marine Forces Reserve are public institutions; we belong to the American people and exist to serve them.

2. Unlike most other major Marine Corps commands, Marine Forces Reserve is geographically spread throughout the United States. Because of this, the Marines of MARFORRES are uniquely positioned to both interact with the general public and to 'tell the Marine Corps story' to those of our fellow citizens who typically have little or no contact with the Marine Corps.

3. To paraphrase Lieutenant General Victor C. Krulak in his book "First to Fight," we exist because the United States wants a Marine Corps--for reasons that are strong, honest, and deep-rooted. His words are as true today as they were when first written. An American public educated and accurately informed about the vital role the U.S. Marine Corps plays in our nation's security, both at home and abroad, is indispensable to the long-term success and welfare of our institution.

4. The four areas of service Marine Forces Reserve provides to the community are our key communication objectives:

a. By far the single most important service the Marines of MARFORRES provide for our fellow citizens is to be ready, willing and able to fight and win this nation's battles. **Every Marine in**

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**this command is, first and foremost, a warrior.** That is the enduring ethos of the Marine Corps and the most important element of the story we seek to tell. Everyday, MARFORRES units and individuals are deployed around the globe successfully supporting real world operations and exercises. When Marine Corps Reserve units are mobilized, their drill sites may stand empty for a year or more while our Marines protect the freedom that makes this country great. Our fellow citizens have a right to expect that we stand ready to answer the nation's call in times of crisis as we have for more than two centuries.

b. Another important service the Marine Corps and Marine Forces Reserve provide to the community is to create quality citizens. **In large cities and small towns throughout this nation, MARFORRES Marines are daily examples of the highest standards of citizenship.** They are your local Scout leader, your church deacon, your PTA president, your volunteer firefighter, your neighbor. They serve invisibly as a responsible member of the community they call home. Service in the Marine Corps, whether active or reserve, whether for three or thirty years, is an honorable calling. When individuals leave our ranks, they often go on to achieve notable success in a wide variety of endeavors. The new Marine for Life Program visibly demonstrates that once earned, the title "Marine" lasts a lifetime. The dedication, commitment and integrity of the fine men and women who fill our ranks is a living testament to the value of Marine Corps service and to the extraordinary people who wear the eagle, globe and anchor.

c. **MARFORRES Marines and Sailors provide a more visible service to our communities through uniformed participation in command sponsored and supported programs and events.** They volunteer their time and efforts for numerous worthwhile charitable and youth programs; perform in Color Guard details at public patriotic events and provide Funeral Honors to our fallen comrades. Most notably, each year, we come together as a command during the traditional holiday season to conduct our most important community relations effort, the U.S. Marine Corps Reserve Toys for Tots Program. For more than 50 years, the men and women of the Marine Corps have helped millions of young people experience the joy of the holidays through the gift of a new toy.

d. Finally, an equally important service we provide to our citizens is to be efficient and effective stewards of their tax dollars. **The Marine Corps has established a long and proud tradition as a frugal organization, able to accomplish its**

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*diverse, worldwide mission in the most cost effective manner possible.* To do more with less is implicit in the expeditionary nature of our forces. We have historically provided a proportionally larger share of the Department of Defense's operational forces than the resources we consume. Marine Forces Reserve must continue to lead the way in finding the most efficient business practices and extracting maximum benefit from the resources we have available to us.

5. Localizing and implementing our national public affairs strategy using these communication objectives is a key responsibility of our unit commanders. The "Marine Corps story" is a good one. It is vitally important that the American public and leaders in business, government, academia, and the media have an opportunity to hear it. Effective public affairs doesn't rely principally on money or manpower. Rather it relies on upholding and communicating our commitment to "Make Marines, Win Battles and Create Quality Citizens."



D. M. MCCARTHY